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WHAT IS CLAIMED IS:

1. A digital information embedding device, comprising:
input means receiving a digital content input;
feature value detection means detecting a feature value of at least a
partial area of said digital content input; and

information embedding means modifying said area, based on said feature value detected.

2. The digital information embedding device of claim 1, wherein: said input means receives an image; and said feature value detection means detects as said feature value a value indicating a level allowing a human visual sense to perceive a pixel value vary.

- 3. The digital information embedding device of claim 2, wherein said information embedding means changes a value of a pixel in said area only when said feature value detected is a value preventing the human visual sense from perceiving the pixel value vary.
- 4. The digital information embedding device of claim 2, wherein said information embedding means includes range determination means setting a larger variation range for the pixel value if said feature value detected has a higher level allowing the human visual sense to perceive the pixel value vary, and said information embedding means changes a value of the pixel in said area within said variation range determined.
- 5. The digital information embedding device of claim 1, wherein: said information embedding means includes range determination means determining a variation range for the pixel value, based on said feature value detected; and

said information embedding means changes a value of the pixel in said area within said variation ranged determined.

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pixel value vary.

- 6. The digital information embedding device of claim 1, wherein said feature value detection means includes transform means orthogonally transforming a value of a pixel in said area to detect as said feature value at least one high frequency component of a frequency component orthogonally transformed.
 - 7. The digital information embedding device of claim 1, wherein: said input means receives an image;

said feature value detection means detects as a feature value a value in brightness of a pixel included in said area; and

said information embedding means includes range determination means setting a larger variation range for a pixel value if said value in brightness detected is smaller, and said information embedding means changes a value in brightness of the pixel in said area within said variation range determined.

8. A computer-readable recording medium having recorded therein a program provided to embed digital information and causing a computer to perform the steps of:

receiving a digital content input;

detecting a feature value of at least a partial area of said digital content input; and

modifying said area, based on said feature value detected.

- 9. The recording medium of claim 8, wherein:
 the step of receiving includes the step of receiving an image; and
 the step of detecting includes the step of detecting as said feature
 value a value indicating a level allowing a human visual sense to perceive a
- 10. The recording medium of claim 9, wherein the step of modifying changes a value of a pixel in said area only when said feature value detected is a value preventing the human visual sense from perceiving the pixel

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value vary.

- 11. The recording medium of claim 9, wherein the step of modifying includes the step of setting a larger variation range for the pixel value if said feature value detected has a higher level allowing the human visual sense to perceive the pixel value vary, and of changing a value of the pixel in said area within said variation range determined.
- 12. The recording medium of claim 8, wherein the step of modifying includes the step of determining a variation range for the pixel value, based on said feature value detected, and of changing a value of the pixel in said area within said variation range determined.
- 13. The recording medium of claim 8, wherein the step of detecting includes the step of orthogonally transforming a value of a pixel in said area to detect as said feature value at least one high frequency component of a frequency component orthogonally transformed.
 - 14. The recording medium of claim 8, wherein:

the step of receiving includes the step of receiving an image;

the step of detecting includes the step of detecting as a feature value a value in brightness of a pixel included in said area; and

the step of modifying includes the step of setting a larger variation range for a pixel value if said value in brightness detected is smaller, and of changing a value in brightness of the pixel in said area within said variation range determined.

15. A method of embedding digital information, comprising the steps of:

receiving a digital content input;

detecting a feature value of at least a partial area of said digital content input; and

modifying said area, based on said feature value detected.

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16. The method of claim 15, wherein:

the step of receiving includes the step of receiving an image; and the step of detecting includes the step of detecting as said feature value a value indicating a level allowing a human visual sense to perceive a pixel value vary.

- 17. The method of claim 16, wherein the step of modifying changes a value of a pixel in said area only when said feature value detected is a value preventing the human visual sense from perceiving the pixel value vary.
- 18. The method of claim 16, wherein the step of modifying includes the step of setting a larger variation range for the pixel value if said feature value detected has a higher level allowing the human visual sense to perceive the pixel value vary, and of changing a value of the pixel in said area within said variation range determined.
- 19. The method of claim 15, wherein the step of modifying includes the step of determining a variation range for the pixel value, based on said feature value detected, and of changing a value of the pixel in said area within said variation range determined.
- 20. The method of claim 15, wherein the step of detecting includes the step of orthogonally transforming a value of a pixel in said area to detect as said feature value at least one high frequency component of a frequency component orthogonally transformed.
 - 21. The method of claim 15, wherein:

the step of receiving includes the step of receiving an image;

the step of detecting includes the step of detecting as a feature value a value in brightness of a pixel included in said area; and

the step of modifying includes the step of setting a larger variation range for a pixel value if said value in brightness detected is smaller, and of

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changing a value in brightness of the pixel in said area within said variation range determined.